

## Case Study

# Identifying and capitalising on growth drivers

L'ORÉAL  
HELLAS

## SUMMARY

L'Oréal, a pioneer in the beauty and personal care industry, houses some of the world's most renowned brands.

By leveraging data through platforms such as **eRetail Audit Panel**, **eRetail Content**, and **eRetail Audit Marketplace**, L'Oréal has effectively tracked market movements and optimised its marketing strategies to maintain its leading position.

This case study examines L'Oréal's use of these platforms to monitor key performance indicators (KPIs), invest in "**fair share**" opportunities, and **collaborate** with strategic retailer partners.



### DAILY KAD SELLOUT

Leverage daily key account data to understand category and product sales decomposition



### BENCHMARKING ACROSS KPIs

Benchmark across total market and ensure leadership across all levers



### OPTIMISED RANKING


Develop a solid action plan with the retailer to optimise product ranking based on share of voice



## Challenge

While some competitors experienced a decline in market share, L'Oréal aimed to maintain its leadership position and drive growth across relevant categories in the Greek market. Their mission was to:

- **Identifying Investment Opportunities:** The need to identify high-return investment opportunities and marketing potential was crucial for L'Oréal to **capture a larger customer base and increase sales.**
- **Optimizing Marketing Strategies:** L'Oréal sought to optimize its marketing strategies to outperform competitors and **maintain strong brand visibility and customer engagement.**
- **Enhancing Collaboration:** Collaborating effectively with strategic retail partners, was vital to drive market share growth and maximize revenue generation.



## Solution

L'Oréal utilized three key platforms: **eRetail Audit Panel**, **eRetail Content**, and **eRetail Audit Marketplace**.

These platforms provided comprehensive insights into market performance, brand visibility, and key account data helping the company to study the market closely and uncover revenue-generating opportunities.

L'Oréal used the concept of "**fair share**" to identify quick wins and assess its marketing investment in key retailer partners. Understanding its **total market share** in **key categories** and **products**, its **market share** in **strategic retailer** partners and its **share of search** and **navigation**, L'Oréal can make informed data-led decisions and invest in categories, products and retailers that have a high-return potential.

During a meeting with their global HQ, **L'Oréal GR** demonstrated the significant value derived from these platforms for measuring and optimizing their strategies. The following solutions were highlighted:

## Data-driven strategies for growing market share

- **Comprehensive Market Insights:** By utilizing the eRetail Audit Panel, L'Oréal gained comprehensive insights into market movements, competitor performance, and overall market share trends. This data-driven approach allowed them to understand market share shifts in real-time market dynamics.
- **Collaboration with Retail Partners:** By leveraging eRetail Audit Marketplace insights, L'Oréal showcased how they were able to **strengthen joint business plans**, improve **marketing effectiveness**, and **drive market share** growth by aligning with the objectives of their strategic retailer.
- **Optimizing Product Content and Enhancing Brand Visibility:** With a focus on exceeding market averages, L'Oréal used eRetail Content to ensure that its online presence and product information stood out in the competitive landscape, driving customer engagement and brand visibility.

## Results

- **Market Share Growth:** A top L'Oréal brand achieved a notable increase in market share, with a **0.6** percentage point (**pp**) rise in the total **eRetail Audit Panel**, surpassing the majority of its competitors.
- **Key Retailer Growth:** L'Oréal's top brand experienced prominent market share growth of **3.2pp**, and **1,4pp** product penetration growth in a strategic retail partner, outperforming four out of five competitors.
- **Share of Search:** The brand also displayed great performance in the **Share of Search** in the same key retailer with a **7,4pp** increase during the first 2 months of the year compared with the previous period and a surprising **+11,1pp** in the **Top 3** spots appearing in search results!
- **Share of Navigation:** L'Oréal significantly increased its **Share of Navigation** for its top brand in the **top three search results** by **6pp** during the same period, indicating improved brand visibility and customer engagement.

# Conclusion

L'Oréal's strategic utilization of the eRetail Audit Panel, eRetail Content, and eRetail Audit Marketplace platforms has enabled the company to maintain its market leadership and achieve substantial growth in the Greek market.

By leveraging these platforms, L'Oréal effectively captured more market share in key retailers to boost growth, gain more visibility from its customers and improve collaboration with its partners.

The use of "**fair share**" to identify quick wins and evaluate its performance also shows the importance of data-driven decision-making and the significant impact it can have on a company's performance in a competitive market.

## The Problem

- ✗ Lack of a holistic eCommerce market view to make data-driven decisions for optimisation and strategic advancement

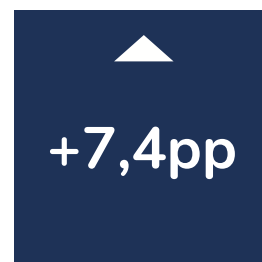
## The Solution

- ✓ Utilised data from 3 platforms to enhance their strategy and equip internal teams with the tools to make data-driven optimisations.

## Results



Market Share for L'Oréal's brand in key retailer



Brand Share of Search in key retailer



Share of Navigation in a key retailer partner